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March 3, 2004

TO	COMPANY NAME	FAX NO.
Office of Initial Patent Examination's Filing Receipt Corrections	U.S. Patent and Trademark Office	703-746-9195

TOTAL NO. OF PAGES	5
FROM	James J. DeCarlo, Reg. No. 36,120
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ATTORNEY NO.	2620
CLIENT/MATTER NAME	U.S. Patent Appln. Serial No. 10/620,494
CLIENT/MATTER NO.	694231/0050

MESSAGE

Transmitted herewith please find:

1. Certificate of Transmission by Facsimile;
2. Request for Corrected Filing Receipt
3. Copy of Filing Receipt with changes indicated in red

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STROOCK

March 3, 2004

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Commissioner for Patents
PO Box 1450
Alexandria, Virginia 22313-1450

Attn: Office of Initial Patent Examination's
Filing Receipt Corrections

Re: U.S. Patent Application Serial No. 10/620,494
Applicant: Duc Thong Luu
For: SYSTEM AND METHOD FOR
CONDUCTING AN ADVERTISING CAMPAIGN
Attorney Docket No. 694231/0050

REQUEST FOR CORRECTED FILING RECEIPT

Dear Sir or Madam:

We have received a Filing Receipt for the above-identified patent application and have noted that the Attorney Docket Number is incorrect.

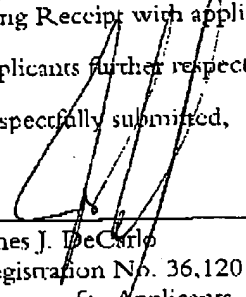
Please correct the Attorney Docket Number as shown below:

694231/0050

Applicants respectfully request that the Attorney Docket Number be corrected. A copy of the Filing Receipt with applicants' requested corrections indicated in red is also enclosed.

Applicants further respectfully request that a new and corrected Filing Receipt be issued.

Respectfully submitted,

By 
James J. DeCarlo
Registration No. 36,120
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Enclosures

Docket No.
694231/0050
JJD:JFD

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants: **Duc Thong Luu**

Group Art Unit: **3622**

Application No.: **10/620,494**

Examiner: **Unknown**

Filed: **July 16, 2003**

For: **SYSTEM AND METHOD FOR CONDUCTING
AN ADVERTISING CAMPAIGN**

Date: **March 3, 2004**

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APPL NO.	FILING OR 371 (c) DATE	ART UNIT	FIL FEE REC'D	ATTY. DOCKET NO	DRAWINGS	TOT CLMS	IND CLMS
10/620,494	07/16/2003	3622	1260	694231/0078 694231/0050	14	39	5

CONFIRMATION NO. 9067

James J. DeCarlo
 Stroock & Stroock & Lavan LLP
 180 Maiden Lane
 New York, NY 10038

FILING RECEIPT

OC000000011912837

Date Mailed: 02/17/2004

Receipt is acknowledged of this regular Patent Application. It will be considered in its order and you will be notified as to the results of the examination. Be sure to provide the U.S. APPLICATION NUMBER, FILING DATE, NAME OF APPLICANT, and TITLE OF INVENTION when inquiring about this application. Fees transmitted by check or draft are subject to collection. Please verify the accuracy of the data presented on this receipt. If an error is noted on this Filing Receipt, please write to the Office of Initial Patent Examination's Filing Receipt Corrections, facsimile number 703-746-9195. Please provide a copy of this Filing Receipt with the changes noted thereon. If you received a "Notice to File Missing Parts" for this application, please submit any corrections to this Filing Receipt with your reply to the Notice. When the USPTO processes the reply to the Notice, the USPTO will generate another Filing Receipt incorporating the requested corrections (if appropriate).

Applicant(s)

Duc Thong Luu, San Jose, CA;

Domestic Priority data as claimed by applicant

This appln claims benefit of 60/449,805 02/24/2003

Foreign Applications

If Required, Foreign Filing License Granted: 02/17/2004

Projected Publication Date: 08/26/2004

Non-Publication Request: No

Early Publication Request: No

Title

System and method for conducting an advertising campaign

Preliminary Class

705

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